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TO: Ms. Alysia Cohen DATE: Feb. 23, 1983

FROM: Karen Eisen

SUBJECT: Players/Raffles In-Depth Research

Attached are the final reports for the three in-depth studies on Players menthol and non-menthol and Raffles menthol. During the last few months, the information contained in these reports has been reviewed and discussed with various people at Philip Morris and Wells, Rich, Greene.

To recap, all three studies were conducted in late November and early December, 1982. The purpose of these studies was to measure consumer acceptability of each brand.

The first of this series to be done was Raffles menthol. The second Players menthol which shows a comparison between the two. Lastly, Players non-menthol which is compared to Players menthol.

Karen Eisen

KE:mb

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Source: https://www.industrydocuments.ucsf.edu/docs/gtnj0004